

First Attack: April 19th, 2019 to April 22nd, 2019

ASIN: B01MQ1JLWY - Down for 4 days

Sales from January 1st, 2019 - April 18th, 2019 =: \$3,212,566.10

\$3,212,566.10 / 108 days = \$29,745.99 daily average

\$29,446.00 x 4 = \$118,983.93 in lost sales

Second Attack: April 30th, 2019 to May 1st, 2019

ASIN: B01MQ1JLWY - Down for 2 days

Sales from January 1st to April 18th + April 23rd to May 21st = \$3,212,566.10 + \$780,265.70 = \$3,992,831.80

\$3,992,831.80 / 138 days = \$28,933.56 daily average

\$28,669.48 x 2 = \$57,867.13 in lost sales

ASIN: B07MJXW8J7 - Down for 2 days

- This product was launched in February of 2019

Sales from February 1st, 2019 to April 18th + April 23rd to May 21st = \$55,377.97

\$55,377.97 / 107 days = \$517.55 daily average

\$401.29 x 2 = \$1,035.10 in lost sales

ASIN: B071VJ1XX6 - Down for 2 days

Sales from January 1st to April 18th + April 23rd to May 21st = \$153,009.00

\$153,009.00 / 138 = \$1,108.76 daily average

\$1,108.76 x 2 = \$2,217.52 in lost sales

Total for this attack in lost sales = \$61,119.75

Third Attack: June 29th, 2019 to July 1st, 2019

ASIN: B01MQ1JLWY - Down for 3 days

Sales from January 1st to April 18th + April 23rd to May 21st + May 24th to June 28th = \$5,070,358.90

$\$5,070,358.90 / 172 = \$29,478.83$ daily average

$\$29,478.83 \times 3 = \$88,436.49$ in lost sales

Better Mornings Total in Lost Sales = \$268,540.17